

Program Data Sheet

Name of Event: Hot Dog Bar-B-Q (Easter)		x	Pilot Program
			Revised program
			Repeat Program
Date: April 15, 2006	Day of Week: Saturday	Time: 1100-1400	
Location: Bowling Center	Information Phone #: 788-2939	Price: \$1.00 Hot Dog - \$1.00 Soda	
Program Coordinator: Peter Discenza			
Phone #: 788-2939	Fax #: 757-788-3327	e-mail Address: bowling@monroe	
Purpose of the Event: Generate Revenue form the YS Easter Egg Hunt and the Pools Easter Egg Splash. Expose new potential customers to bowling facility			
Indicator/Measure of Success: Revenue and Participation.			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
N/a	Publicity				
N/a	Equipment				
N/a	Supplies				
N/a	Audio/video				
N/a	Decorations				
N/a	Food & Beverages				
N/a	Procurement				
N/a	Set-up / Clean-up				
N/a	Other				

After Action Report

Financial Analysis		
Sales:	121.00	We held a hot dog BBQ outside of the Front Entrance of the Bowling Center selling Kids Hot Dogs and Sodas for \$1.00 each. We sold 100 hot dogs and 21 sodas. We also generated \$81.50 in Food sales inside the bowling center. There were several families that had not been in the bowling center recently and were positive about there experience. We did not have any additional labor for this event.
COGS:	61.00	
Other Revenues:	81.50	
Labor:	0	
Other Expenses:		
NIBD:	\$60.00	

Program Analysis	
Attendance:	Estimated 80 people
Indicator/Measure of Success Good participation, good exposure, and made some money	
Elements to Change - Increase cross promotion with YS.	
Elements to Eliminate: None	
Elements to Add: None, any additions would complicate program and increase costs.	
Other Comments:	